

Rep Order# 6837423 Ver# 2 Status Returned Traffic Order# 104878 Printed: 07/30/2012 10:00 AM 1 of 6
 EC'd Yes Last Received: 07/30/2012 7:38 AM
 Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () OBAMA FOR AMERICA
 Product OBAMA 4 AMERICA
 Estimate# 1522
 Buyer Maura Gilroy
 Phone#
 Fax#
 Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1522
 Flight Dates 07/31/2012 - 09/03/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	07/31-08/06	4	1	4	\$17,600.00	
							08/07-09/03	10	4	40		
	2	TU-TH,SU-M	430A-5A	WAKE UP EARLY WITH THE WAGNERS	:30	\$150.00	08/07-08/13	4	1	4	\$600.00	
	3	TU-TH,SU-M	430A-5A	WAKE UP EARLY WITH THE WAGNERS	:30	\$200.00	08/14-09/03	5	3	15	\$3,000.00	
	4	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/31-08/06	4	1	4	\$25,200.00	
							08/07-08/13	2	1	2		
							08/14-09/03	10	3	30		
	5	TU-F,M	7A-9A	TODAY SHOW	:30	\$1,400.00	07/31-08/06	4	1	4	\$50,400.00	
							08/07-08/13	2	1	2		
							08/14-09/03	10	3	30		
	*6	SA	430A-5A	TO THE POINT	:30	\$200.00	08/18-09/01	1	3	3	\$600.00	
				Station Remark: V2 LINE NA - TO THE POINT START ON 9/8 AT 430A, AIRING 730-8P								
				ON SAT THRU 9/1								
	7	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$350.00	08/18-09/01	1	3	3	\$1,050.00	
	8	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	08/18-09/01	1	3	3	\$1,875.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*9	SA	9A-930A	NEWS 3 TODAY/WKEND	:30	\$0.00	08/18-09/01	1	3	3	\$0.00	
		Station Remark: V2 LINE NA - PER EMAIL										
	10	SU	5A-6A	NEVADA NEWSMAKERS	:30	\$825.00	08/19-09/02	1	3	3	\$2,475.00	
		Buyline Comment: NO PGM 8/5, 8/12										
	11	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$325.00	08/19-09/02	1	3	3	\$975.00	
		Buyline Comment: NO PGM 8/5, 8/12										
	12	SU	7A-8A	TODAY ON SUNDAY	:30	\$625.00	08/19-09/02	2	3	6	\$3,750.00	
		Buyline Comment: NO PGM 8/5, 8/12										
	13	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	08/19-09/02	1	3	3	\$9,000.00	
		Buyline Comment: NO PGM 8/5, 8/12										
	14	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	08/19-09/02	1	3	3	\$1,500.00	
		Buyline Comment: NO PGM 8/5, 8/12										
	15	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$500.00	08/19-09/02	1	3	3	\$1,500.00	
	16	TU-F,M	9A-10A	TODAY SHOW II	:30	\$500.00	08/07-08/13 08/14-09/03	2 10	1 3	2 30	\$16,000.00	
	17	TU-F,M	10A-11A	TODAY SHOW III	:30	\$325.00	08/07-08/13 08/14-09/03	2 10	1 3	2 30	\$10,400.00	
	18	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	08/07-08/13 08/14-09/03	2 10	1 3	2 30	\$10,400.00	
	19	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	08/07-08/13 08/14-09/03	2 5	1 3	2 15	\$7,225.00	
	20	TU-F,M	1230P-1P	NEWS 3 AGENDA	:30	\$325.00	08/07-08/13 08/14-09/03	2 5	1 3	2 15	\$5,525.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	21	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	08/07-08/13 08/14-09/03	2 5	1 3	2 15	\$7,225.00	
	22	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	08/07-08/13 08/14-09/03	2 10	1 3	2 30	\$10,400.00	
	23	TU-F,M	3P-4P	DR. PHIL	:30	\$450.00	08/07-08/13 08/14-09/03	2 10	1 3	2 30	\$14,400.00	
	24	TU-F,M	430P-5P	NEWS	:30	\$700.00	08/07-08/13 08/14-09/03	2 5	1 3	2 15	\$11,900.00	
	25	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	08/07-08/13	2	1	2	\$1,400.00	
	26	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$600.00	08/14-09/03	5	3	15	\$9,000.00	
	27	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,000.00	07/31-08/06 08/07-09/03	6 15	1 4	6 60	\$66,000.00	
	28	TU-F,M	630P-7P	JEOPARDY	:30	\$1,100.00	08/07-08/13	5	1	5	\$5,500.00	
	29	TU-F,M	630P-7P	JEOPARDY	:30	\$1,000.00	08/14-09/03	5	3	15	\$15,000.00	
	30	SA	5P-630P	KVBC EARLY NEWS	:30	\$650.00	08/18-09/01	2	3	6	\$3,900.00	
	31	TU-F,M	7P-730P	WHEEL	:30	\$1,000.00	08/14-09/03	5	3	15	\$15,000.00	
	32	TU-F,M	730P-8P	FACE TO FACE WITH JON RALSTON	:30	\$800.00	08/14-09/03	5	3	15	\$12,000.00	
	33	SA	630P-730P	JEOP/WHEEL	:30	\$500.00	08/18-09/01	1	3	3	\$1,500.00	
	34	SA	730P-8P	OLYMPIC ZONE	:30	\$750.00	08/04-08/11	1	2	2	\$1,500.00	

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	35	M	8P-10P	STARS EARN STRIPES	:30	\$2,300.00	08/13-08/13	1	1	1	\$2,300.00	
	36	TU	8P-10P	AGT	:30	\$4,000.00	08/21-08/28	1	2	2	\$8,000.00	
	*37	TU	10P-11P	LOVE IN THE WILD	:30	\$2,000.00	08/14-08/21	1	2	2	\$4,000.00	
		Station Remark: V2 LINE NA - 10-11P STARS EARN STRIPES										
	38	TH	10P-11P	ROCK CENTER W/B. WILLIAMS	:30	\$2,100.00	08/16-08/30	1	3	3	\$6,300.00	
	39	F	9P-10P	GRIMM (R)	:30	\$2,600.00	08/24-08/24	1	1	1	\$2,600.00	
	40	F	10P-11P	DATELINE	:30	\$3,200.00	08/17-08/17 08/31-08/31	1 1	1 1	1 1	\$6,400.00	
	41	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/31-08/06 08/07-09/03	2 5	1 4	2 20	\$24,200.00	
	42	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	08/18-09/01	1	3	3	\$3,300.00	
	43	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	08/19-09/02	1	3	3	\$3,300.00	
	44	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$425.00	08/07-08/13 08/14-09/03	1 5	1 3	1 15	\$6,800.00	
	45	TU-F,M	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$225.00	08/07-08/13 08/14-09/03	2 5	1 3	2 15	\$3,825.00	
	46	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$1,400.00	08/18-09/01	2	3	6	\$8,400.00	
	47	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	08/19-09/02	1	3	3	\$1,200.00	

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	48	TU-F,M	9A-4P	OLYMPIC DAYTIME	:30	\$1,200.00	07/31-08/06 08/07-08/13	10 20	1 1	10 20	\$36,000.00	
	49	SA	9A-6P	OLYMPIC DAYTIME	:30	\$1,700.00	08/04-08/04	6	1	6	\$10,200.00	
	50	SU	6A-6P	OLYMPIC DAYTIME	:30	\$1,700.00	08/05-08/05	6	1	6	\$10,200.00	
	51	SA	10A-6P	OLYMPIC DAYTIME	:30	\$1,700.00	08/11-08/11	5	1	5	\$8,500.00	
	52	SA	4A-7A	OLYMPIC DAYTIME A	:30	\$900.00	08/11-08/11	2	1	2	\$1,800.00	
	53	SU	7A-3P	OLYMPIC DAYTIME B	:30	\$1,700.00	08/12-08/12	4	1	4	\$6,800.00	
	54	TU-SA,M	8P-12A	OLYMPIC PRIMETIME	:30	\$6,000.00	07/31-08/06	1	1	1	\$6,000.00	
	55	SU	5P-8P	NFL INDIANAPOLIS @ PITT	:30	\$3,200.00	08/19-08/19	1	1	1	\$3,200.00	
	56	SU	5P-8P	NFL CAROLINA @ JETS	:30	\$3,200.00	08/26-08/26	1	1	1	\$3,200.00	
	57	SU	8P-9P	NEWS 3	:30	\$1,100.00	08/19-08/26	1	2	2	\$2,200.00	

---REPORT TOTALS---

Report Totals: 679 / \$512,525.00

---SALES MONTHLY TOTALS---

Aug 12: 471 / \$374,000.00 Sep 12: 208 / \$138,525.00
Sales Totals: 679 / \$512,525.00
Station Totals: 679 / \$512,525.00
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals \$1,708,417

CATV	0%	KBRL	0%	KINC	0%	KLAS	19%	KSNV	30%
KTNV	19%	KTUD	1%	KVCW	4%	KVMY	5%	KVVU	22%
XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE